

## **Digital Marketing Strategy Workshop for AREU Members**

In October, a two-day training session for Afghanistan Renewable Energy Union (AREU) members ended. The training, held in Kabul, aimed to teach marketing staff how to effectively develop and implement digital marketing strategies and increase their online presence.

AREU general manager, Maroof Ziaye said, 'Digital Marketing Strategy training can open new doors for companies to promote, sell, increase customers, and advertise business on a global level. Nowadays, it's very important to learn how to use digital marketing as part of the global market.'

This is the first of ten workshops that are to be held by the end of the year. In the training session, 20 attendees from twenty different companies learned how to target audiences, increase reach, generate leads, convert customers and thus increase sales and revenue. They learned how to apply these skills to social media platforms, including Facebook, Twitter, YouTube and LinkedIn, as well as through email marketing and Google tools.

This knowledge will help them develop an effective digital marketing strategy for their company. They will be given continuous support and guidance in this process. The Afghan-German Cooperation's Energy Sector Improvement Programme (ESIP) supported the event.

<https://www.ez-afghanistan.de/en/news/best-autumn-news-stories-afghan-german-cooperation>